

175TH ANNIVERSARY 1821-1996

# NEWS

**FOR IMMEDIATE RELEASE**

April 3, 1995

**Media Contact:** Bob Ludwig

(202) 994-1423

**Public Contact:** Todd Webster

(202) 994-3432

**\*\*\* MEDIA ADVISORY \*\*\***

**GRADUATE SCHOOL OF POLITICAL MANAGEMENT AT GW TO SPONSOR  
CAPITOL HILL PANEL DISCUSSION ON APRIL 10**

**"Beyond the Soundbites: The First Hundred Days"**

**EVENT:** "Beyond the Soundbites: The First Hundred Days," a panel discussion sponsored by the Graduate School of Political Management at The George Washington University. The panelists include **Eleanor Clift** of Newsweek; **Ed Goeans** of the Tarrance Group; **Peter Hart** of Hart Research Associates, Inc.; and **Morton Kondracke** of Roll Call.

**DATE:** **Monday, April 10, 1995**  
12:00 noon - 2:00 p.m.

**PLACE:** Longworth House Office Building, Room 1300  
Independence and New Jersey Avenues, SE  
Washington, D.C.  
(Capitol South Metro, Blue or Orange line)

**Background:**

Last November's elections catapulted the Republicans into the majority in Congress for the first time in forty years. What have they delivered in the crucial first hundred days as the majority party? This panel discussion will go beyond the soundbites, examine the achievements and/or failings of the 104th Congress and discuss what effects the Republican "Contract With America" will have on the American public.

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# NEWS

FOR IMMEDIATE RELEASE

April 3, 1995

MEDIA CONTACT: Karen Sibert

202/994-9023

PUBLIC CONTACT: Alexis Hilty

202/994-6281

--- MEDIA ADVISORY ---

**GW PRESIDENT STEPHEN JOEL TRACHTENBERG TO RECEIVE MERITORIOUS SERVICE AWARD AT TOURISM STUDIES SPRING COLLOQUIUM APRIL 13**

**EVENT:** Spring colloquium sponsored by the International Institute of Tourism Studies at the GW School of Business and Public Management. **President Stephen Joel Trachtenberg** will be presented with a meritorious service award to be followed by a panel discussion entitled, "Where Do They Get Their Ideas? Travel and Event Editors Tell All!"

Featured speakers are:

**James T. Yenckel**, *The Washington Post*

**Sharon Jaffe Dan**, senior editor, *Caribbean Travel & Life*

**Kevin Sheridan**, editor-in-chief, *Executive Update Travel*

**DATE:** Thursday, April 13, 1995

5:30 p.m. Reception

6:00 p.m. Program

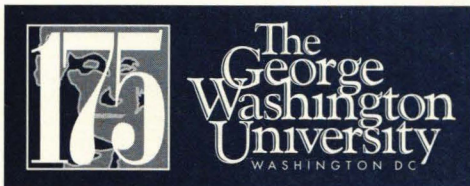
**LOCATION:** The George Washington University Club  
800 21st Street, NW  
Washington, D.C.

**Background:**

Since offering its first tourism course in 1972, The George Washington University has been recognized internationally for leadership in research and professional studies. The Tourism Administration program has over 300 graduates in professional tourism positions throughout the world. In 1988, GW was designated as an International Institute of Tourism Studies (IITS) by the World Tourism Organization, a United Nations affiliate. The primary function of the Institute is the global advancement of tourism by means of research, specialized training programs, conferences and publications.

**MEDIA WISHING TO ATTEND THE COLLOQUIUM SHOULD CONTACT  
KAREN SIBERT IN GW PUBLIC AFFAIRS OFFICE, 202/994-9023.**





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE

April 3, 1995

MEDIA CONTACT: Shawn Tate

(202) 994-6467

PUBLIC CONTACT: Anne Mills

(202) 994-6550

**\*\* MEDIA ADVISORY UPDATE \*\***

**GW STUDENTS SHOW THEIR TRUE COLORS AT "CHALK-IN" ON APRIL 25**

**EVENT:** Self-expression takes center stage at The George Washington University when students, faculty and staff give the campus a colorful boost during the University's 15th annual "Chalk-In."

At "Chalk-In," a popular spring tradition sponsored by the University Counseling Center, participants use colored chalk to decorate designated sidewalks on campus. Not only does it enhance the environs, the "Chalk-In" serves as a stress-buster and constructive, therapeutic outlet for pent-up frustrations.

And, as in the past, the "Chalk-In" continues the tradition of stress reduction through self-expression with improvisational dance, T'ai Chi and live music.

For further information, contact Anne Mills, coordinator of Creative Arts Therapy Services, University Counseling Center, (202) 994-6550.

**WHEN:** Tuesday, April 25, 1995  
Noon - 2:30 p.m.  
(Rain date: Thursday, April 27)

**WHERE:** The George Washington University  
Academic Center Walkway  
22nd and H Streets  
Washington, D.C.

\* \* \* \* \*

Media interested in covering GW's Chalk-In should contact Shawn Tate, Office of University Relations, at (202) 994-6467.

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# NEWS

FOR IMMEDIATE RELEASE  
April 4, 1995

Media Contact: Bob Ludwig  
(202) 994-1423  
Public Contact: Ocieola Newby  
(202) 994-6455

**MAPS FROM ERIC WOLF'S FIAT LIBRARY TO BE EXHIBITED AT GW'S  
GELMAN LIBRARY MAY 22 - JULY 28**

**"From Plantagenet to Saxe-Coburg: Maps from the Fiat Lux  
Library, 1482-1899"**

**EVENT:** "From Plantagenet to Saxe-Coburg: Maps from the Fiat Lux Library, 1482-1899." Sponsored by the Special Collections Department of The George Washington University's Gelman Library. The exhibition highlights approximately 50 maps from the Fiat Lux Library of Eric Wolf.

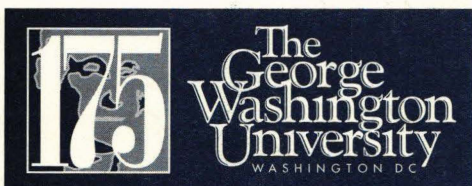
In conjunction with the exhibit, a **symposium**, co-sponsored by the Washington Map Society, will be held on **June 15 at 5:30 p.m.** Panelists for the symposium include Robert Highbarger, vice president of the Washington Map Society; Evelyn Edson, professor of history at Piedmont Virginia Community College; and Ed Dahl, early cartography specialist at the National Archives of Canada.

**DATES:** May 22 through July 28, 1995  
(Opening reception will be May 25 at 5:30 p.m.)

**PLACE:** Gelman Library (Room 207)  
The George Washington University  
2130 H Street, NW  
Washington, D.C.  
(Foggy Bottom Metro, Blue and Orange lines)

**COST:** Free and open to the public





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 5, 1995

MEDIA CONTACT: Shawn Tate  
(202) 994-6467  
PUBLIC CONTACT: Lynn Hertel  
(202) 994-6245

**GW'S DEPARTMENT OF MUSIC PRESENTS  
FLUTIST PAULA ROBISON IN CONCERT WITH AREA FLUTE CHOIRS  
APRIL 23**

**GW Flute Professor Lynn Hertel Conducts Musical Program Featuring  
Vivaldi's Concerto La Primavera "Spring"**

**EVENT:** The George Washington University Department of Music presents internationally renowned flutist PAULA ROBISON with THE GEORGE WASHINGTON UNIVERSITY FLUTE CHOIR, accompanied by area flute choirs, in a flute orchestra concert.

The combined flute choirs will provide the orchestral accompaniment for the program featuring Robison's performance of Vivaldi's Concerto La Primavera "Spring." LYNN HERTEL, GW flute professor, will be conducting.

The concert is cosponsored by the GW Department of Music, the GW Alumni Association, the GW Student Association and GW's Lisner Auditorium.

Flute choirs and alto/bass flute players interested in participating should contact Lynn Hertel at (202) 994-6245 for registration and audition information.

**WHEN:** Sunday, April 23, 1995  
8:00 p.m.

**WHERE:** The George Washington University Lisner Auditorium  
730 21st Street, NW, Washington, D.C.  
(Three blocks from Foggy Bottom metro)

**COST:** Tickets are \$15 and are available through Ticketmaster.

- MORE -

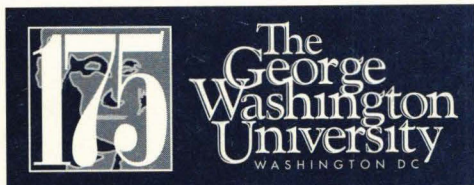


PAULA ROBISON is one of the world's foremost flute soloists, appearing with orchestras and in recital in major concert halls and music festivals in the United States, Canada, Europe, Australia and the Far East. She has performed at the United Nations and the White House, been profiled in *The New York Times*, *Musical America* and *People*, and is known to television audiences from her appearances on *CBS Sunday Morning*; *Live from Lincoln Center*; *Christmas at the Kennedy Center*; *The Today Show* and *The Tonight Show*.

Robison was a founding member of the Chamber Music Society of Lincoln Center and for ten years codirector of chamber music at the Spoleto Festivals in both Italy and Charleston, South Carolina. In 1987, she was awarded the Adelaide Ristori Prize for her contribution to Italian cultural life. In 1991, she joined the faculty of the New England Conservatory, where she teaches a small studio of flutists and a woodwind performance seminar.

Robison has recorded for Music Masters, Sony Classical, New World Records, Vanguard and Omega. She is the author of the best-selling publication, "The Paula Robison Flute Warmups Book."





**175TH ANNIVERSARY 1821-1996**

# NEWS

**FOR IMMEDIATE RELEASE**

April 6, 1995

**MEDIA CONTACT:** Karen Sibert

202/994-9023

**PUBLIC CONTACT:** Susan Gallagher

703/578-8845

**GW'S TOURISM AND HOSPITALITY MANAGEMENT PROGRAM TO OFFER  
SUSTAINABLE TOURISM COURSES FOR TOURISM EXECUTIVES THIS SUMMER**

**WASHINGTON --** In response to the growing professional interest in ecotourism management, the new Tourism and Hospitality Management Program at The George Washington University and its co-sponsor, The Ecotourism Society, are offering a series of special courses for tourism executives interested in developing and managing successful and environmentally-sensitive tourism businesses. These courses will introduce participants to practical, cutting-edge techniques to better manage and operate tourism businesses that can provide access to nature, exciting and meaningful travel experiences for guests and a commitment to environmental conservation.

The concept of sustainable tourism is the development of recreational travel which can be profitable in a destination without depleting its wildlife or damaging its culture. Successful sustainable tourism depends on developing special skills in strategic planning, niche marketing and forming partnerships between businesses, communities and environmental conservationists.

Presented in a lively, highly interactive format and led by recognized experts and practitioners in the field of ecotourism, the new courses at GW will appeal to both newcomers in the field or veteran ecotourism managers, tour operators and resort owners and investors. Other course co-sponsors include: The International Association of Convention and Visitors Bureaus, The American Society of Landscape Architects and The Caribbean Latin-American Action Group.

Course offerings consist of: **Ecotourism Planning and Management** (June 12-14; Cost \$825). This two-day course will be held at GW's Conference Center at 2100 Pennsylvania Avenue, NW. Led by Megan Epler Wood, executive director of the Ecotourism Society, this course will provide government tourism planners and ecotour enterprises with the recommended tools and strategies to develop and implement effective plans to attract and accommodate the ecotourist, while preserving the area's natural resources and benefitting local people.

- more -

OFFICE OF UNIVERSITY RELATIONS • WASHINGTON, D.C. 20052 • (202) 994-6460



**Sustainable Hotel and Resort Project Investment and Finance** (June 20-22; Cost \$825). This two-day course will be held at GW's Conference Center at 2100 Pennsylvania Avenue, NW. Course instructor Al Gomes of the Arthur Consulting Group will provide participants with step-by-step instruction on how to prepare and/or defend a sophisticated feasibility analysis that can be used to attract and meet the financial requirements of both private sector investors and international lending institutions and investment guarantors.

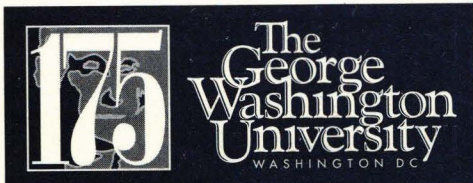
**Ecolodge Planning and Sustainable Design** (July 10-12; Cost \$850 including food and lodging). This unique workshop will be held at the Maho Bay Camps in St. John, U.S. Virgin Islands. Susan Everett of the American Society of Landscape Architects is the course instructor. The workshop will focus on how to select and design resort development sites that consider availability, price, convenience and the impact on the ecosystem -- nearby communities.

**Operating an Ecolodge: The Realities of Owning and Managing an Environmentally-Sound Inn or Resort** (July 12-15; Cost \$850 including food and lodging). This course will be held in conjunction with Ecolodge Planning and Sustainable Design at Maho Bay Camps (St. John, U.S. Virgin Islands). Led by Dr. Lalia Rach and the staff of Maho Bay Camps, participants will learn the latest trends and proven strategies in ecolodge management -- employee management, food preparation, customer service and the design of "eco-engineering" systems. Participants will also see Maho Bay operations first-hand through behind-the-scenes visits.

Both Ecolodge courses can be taken together for a cost of \$1500. American Airlines, the official airline for the Virgin Island Executive Development courses, will offer special rates to participants.

For information on the Tourism and Hospitality Management courses and programs, contact: Susan Gallagher, executive director, GW Tourism and Hospitality Program, Executive Development Institute, 2100 Pennsylvania Avenue, NW, Suite 250, Washington, D.C. 20037-3202; 703/578-8845, fax: 703/578-8801.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 7, 1995

CONTACT: Karen Sibert  
202/994-9023

-- MEDIA ADVISORY --

**GW WELLING PROFESSOR ABBA EBAN TO GIVE PUBLIC LECTURE ON  
MIDDLE EAST PEACE PROCESS APRIL 20 AT GW**

**EVENT:** Special public lecture by GW's James Clark Welling Professor Abba Eban, who will discuss "**The Middle East Peace Process: Opportunities and Obstacles.**" Sponsored by the Elliott School of International Affairs. Reception to follow.

**WHEN:** Thursday, April 20, 1995  
5:30 p.m.

**WHERE:** The George Washington University  
Marvin Center Colonial Commons, 2nd Floor  
800 21st Street, NW, Washington, D.C.  
(Foggy Bottom/GWU Metro - Orange and blue lines)

**Background:**

Abba Eban came to The George Washington University in September 1993 as the first J.B. and Maurice Shapiro Professor of International Affairs. During his one-year appointment, he taught a graduate and an undergraduate course in international affairs, delivered a number of public lectures and appeared in a stimulating dialogue with Walter Cronkite which was taped for the Mind Extension University and aired last summer.

Eban was educated at Cambridge University where he was engaged in teaching and research at the start of World War II. His extraordinary career has included service as Israel's foreign minister (1966-74) during both the Six Day War and Yom Kippur War. He also served as Israel's ambassador to the United Nations from 1948 to 1959 and led the Israeli delegation that pleaded successfully for membership in the U.N. From 1950 to 1959, he served as Israel's ambassador to the United States concurrently with his ambassadorial post in the U.N. He chaired the Knesset Committee on Defense and Foreign Affairs for four years (1984-1988).

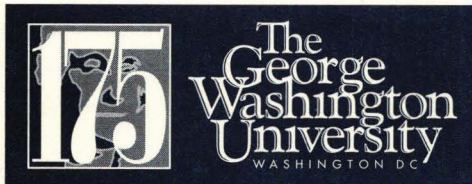
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The James Clark Welling Professorship was established by GW President Stephen Joel Trachtenberg to allow internationally distinguished scholars in any field of study to visit the GW campus on an occasional basis over a four-year term. The program is named for the former GW president who served from 1871 to 1894. Welling was distinguished by his early vision of a major, modern university. As many as eight Welling professors will hold concurrent appointments when the program is fully implemented.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public administration and international affairs. Each year, GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 10, 1995

Contact: Bob Ludwig  
(202) 994-1423

\*\*\* MEDIA ADVISORY \*\*\*

## GW TO UNVEIL NEW SOLAR CAR AT VIRGINIA CAMPUS APRIL 21

**Louis R. Ross, vice chairman of Ford Motor Co., to give keynote address at ceremony on eve of Earth Day 1995**

**EVENT:** The George Washington University Solar Car Unveiling. Vice Chairman Louis R. Ross of Ford Motor Co., will give the keynote address. Also speaking will be **Donald S. Beyer, Jr.**, lieutenant governor of Virginia; **Margot Oge**, director of EPA's Office of Mobile Sources; and **Judy McCary**, director of Constituent Services for U.S. Representative Frank Wolf (Virginia).

**DATE:** Friday, April 21, 1995  
6:00 p.m. Reception  
7:00 p.m. Ceremony and Dinner

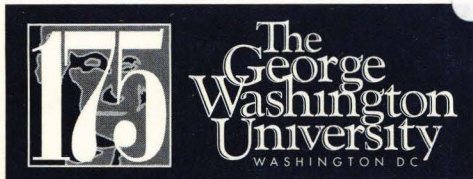
**PLACE:** GW Virginia Campus  
20101 Academic Way  
Ashburn, VA

### Background:

The team of more than 30 students rarely got to see the sun that will power their vehicle while building GW's new solar car in an underground parking garage on GW's campus in Washington. With the unveiling of the car, the countdown to Sunrayce '95, a one-thousand mile race from Missouri to Colorado, has begun. Sunrayce '95 is sponsored by the U.S. Department of Energy and is scheduled to start on June 20th in St. Louis. In the meantime, GW's car will be road-tested around the Washington area.

GW's new solar car cost about \$250,000 to build. It sports many improvements over Sunforce I, the University's first solar car which finished fourth at Sunrayce '93 and 9th at the 1993 World Solar Challenge in Australia. More than 50 sponsors, including Ford Motor Co., have supplied money, materials and services for the project.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 10, 1995

CONTACT: Shawn Tate  
(202) 994-6467

**APRIL 18 "KALB REPORT" LOOKS AT "NEWT AND THE CONGRESS --  
HAS THE PRESS BEEN FAIR OR FOUL?"**

*The Washington Post* Columnist E.J. Dionne, Congressional Correspondents Elaine Povich and Tom Rosenstiel and *The Washington Times* Editor Wes Pruden Join Marvin Kalb for Eighth in Series of Broadcasts Produced by GW and National Press Club

**EVENT:** The George Washington University and The National Press Club present the eighth in a series of monthly, hour-long public affairs programs, "THE KALB REPORT: PUBLIC POLICY AND THE PRESS." This month's program addresses "Newt and the Congress -- Has the Press Been Fair or Foul?"

Panelists joining GW Visiting Professor of Press and Public Policy Marvin Kalb include E.J. DIONNE, editorial writer and columnist, *The Washington Post*; ELAINE POVICH, former congressional correspondent, *The Chicago Tribune*; WESLEY PRUDEN, editor-in-chief, *The Washington Times*; and TOM ROSENSTIEL, congressional correspondent, *Newsweek*.

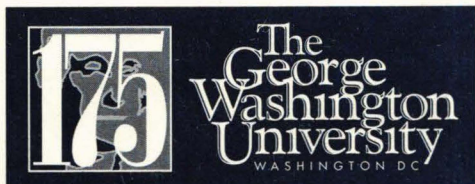
**WHEN:** Tuesday, April 18, 1995  
Seating: 7:30 p.m.; audience in place: 7:45 p.m.  
broadcast/taping: 8:00-9:00 p.m. (running real time)

**WHERE:** The National Press Club  
14th and F Streets, NW  
Washington, DC

**COST:** Free of charge and open to the public. To obtain tickets, call (202) 994-6460.

The show is scheduled to air on NEWSCHANNEL 8  
Sunday, April 23 at 10:00 a.m. and Wednesday, April 26  
at 8:00 p.m.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 11, 1995

CONTACT: Michael Freedman  
(202) 994-6460

## GW VICE PRESIDENT RODERICK FRENCH TO STEP DOWN

Chief academic officer to begin one-year sabbatical in August;  
will rejoin faculty in fall 1996 as director of University  
Seminars Program and associate director of GW Honors Program

GW Columbian College and Graduate School of Arts and Sciences  
Dean Linda Bradley Salamon appointed interim vice president

Washington, DC -- George Washington University President Stephen Joel Trachtenberg has announced that Dr. Roderick S. French, a veteran of 27 years at GW, will step down as vice president for academic affairs in August, ending eleven years in that office. Following a one-year sabbatical, Dr. French will return to GW as director of the University Seminars Program and associate director of the University Honors Program.

"It is difficult to capture in a few words the contributions of Rod French to The George Washington University," said President Trachtenberg. "Indeed, it would take volumes. In the span of his 27 years here, Dr. French has enriched mightily the quality of the academic experience at GW as well as the professional lives of all who have had the pleasure of working with him. My sadness at his departure is partially mitigated by the knowledge that he will return to his first professional love -- teaching and working with students -- right here at GW, where we can continue to benefit from his endeavors. He is one of the most civilized academic administrators I have ever known."

In a letter to his colleagues, French expressed his gratitude to the University community "for enabling me to have so much fun while doing what we mutually believed to be useful and good. There literally has not been a day in the last 27 years in which I did not look forward to coming to campus."

The collaborative initiatives of which French is most proud include the reconfiguration of the Elliott School of International Affairs, the promotion of interdisciplinary studies, the efforts to amplify the University's links to Washington, the opening of the GW Virginia Campus, and a better definition of GW's goals in research and graduate studies.

French joined The George Washington University in 1968 and became vice president for academic affairs in 1984. During his tenure, he has also served as professor of philosophy and director of the Division of Experimental Programs. {A complete biographical sketch of Dr. French's career is attached.}

(more)

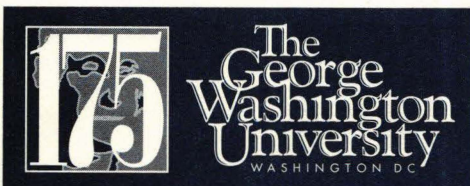


President Trachtenberg has appointed GW Columbian College and Graduate School of Arts and Sciences Dean Linda Bradley Salamon as interim vice president for academic affairs. President Trachtenberg will designate an advisory committee to assist in identifying Dr. French's permanent successor.

Salamon, who is professor of English as well as dean, graduated magna cum laude from Radcliffe College and received her graduate training at Bryn Mawr College. She joined GW in 1992 following distinguished service as dean of the College of Arts and Sciences at Washington University in St. Louis.

Located four blocks from The White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public administration and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 11, 1995

MEDIA CONTACT: NORA KELLEY  
(202) 994-3087

## GW MARKETING CLASS HOLDS 7TH ANNUAL ADVERTISING COMPETITION FOCUSING ON GENERAL MOTORS

### April 19th Presentations to Address Promotion of Chevrolet's Customer Service Program

**WHAT:** GW MBA Marketing Class to Hold 7th Annual Advertising Competition for General Motors Corporation.

**WHEN:** Tuesday, April 19th  
6:00 p.m. to 10 p.m.

**WHERE:** Key Bridge Marriott  
1401 Lee Highway  
Arlington, VA

#### BACKGROUND:

Approximately 35 students from The George Washington University will present advertising campaigns focusing on Chevrolet's customer service program to General Motors officials and a panel of judges.

The students, working in six teams, are members of GW Professor of Marketing Lynda Maddox's graduate-level advertising and sales promotion management class. Each team will give a 20-minute oral presentation with accompanying audio/visuals including slides, story boards and videos.

The advertising competition, sponsored by General Motors since 1987, was started by Michael Valerio, who is now GM zone manager in Los Angeles. Valerio will be on hand for the April 19th presentations.

"This is the first time we have worked the service end for Chevrolet rather than a product-oriented campaign and the first time we have worked on a national campaign," says Maddox. "Service is becoming increasingly important to the automotive industry since it builds brand loyalty. This year's competition topic lends itself to a lot of creative advertising solutions and should prove a challenging, and hopefully fun, question for the students to address."

-- more --

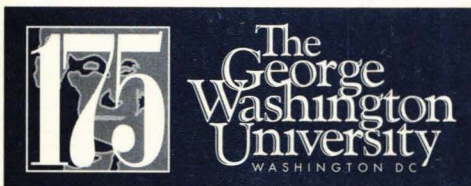


The semester-long project involved intensive market research, conducting phone interviews with current Chevrolet owners, organizing focus groups and setting objectives and strategies to develop a viable marketing and advertising plan. The teams were allowed to use billboards, radio, television and print advertising in their campaigns.

"The competition really makes students do much better work because they have to get out of the classroom and perform in front of a real world client," says Maddox. "It gives them that extra spark that bridges the gap between student and professional."

Members of the press interested in covering the April 19 event should contact Nora Kelley at the Office of University Relations, (202) 994-3097.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 11, 1995

CONTACT: Karen Sibert  
or Ali Levine  
202/994-9023

## CONTROVERSY OVER HIGH COST OF HIGHER EDUCATION EXAMINED IN NEW GW REPORT

WASHINGTON -- Higher education is one of the few areas in both national and state budgets that is not constitutionally protected from reductions in funding. This leaves higher education in a poor position to compete with other claimants for tax dollars and has influenced the reductions which higher education has faced since the early 1990s. Thus retrenchment, the process of making incremental cuts in university budgets, apparently is becoming the primary mechanism to manage costs to cover the increasing price of higher education.

"Prices, Productivity and Investment: Assessing Financial Strategies in Higher Education," a recently published report by the ERIC Clearinghouse on Higher Education at The George Washington University, examines the cost controversy in higher education in an effort to build a better understanding of the types of financial strategies institutions and governments can use to help resolve the crisis in college costs. The report looks at understanding and assessing financial strategies and options for federal, state and institutional involvement in relation to the increasing cost of higher education.

"The controversy over costs has made the public less willing to dedicate tax dollars to support colleges and universities and it has made students and their families less willing to pay the full costs of attending college," states author Edward P. St. John, professor of educational leadership at the University of New Orleans. "Given that these deeper issues have gone unaddressed, the controversy over costs is reaching crisis proportions."

The author suggests that higher education is involved in a cost controversy that has eroded public confidence and taxpayers' financial support. "In many states the situation appears to have reached the level of crisis, with the new conditions negatively influencing the quality of academic life for faculty and students and eroding opportunities for postsecondary education." St. John cites that faculty and administrators have few incentives to adopt

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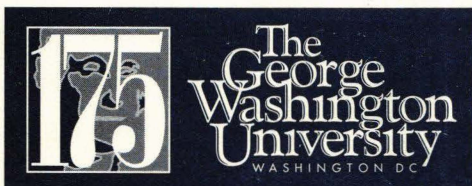
more productive behavior since faculty are rewarded for their productivity in research rather than in teaching, and administrators are rewarded based on their portfolios - the number of programs and staff they manage - rather than for their efficiency. Thus, the instructional productivity of colleges and universities has gradually eroded during the second half of the 20th century.

According to this report, a central issue facing the academic community is whether it is possible to improve returns on investment for universities. It is suggested that having good returns might no longer be sufficient rationale for justifying public support, given that a shrinking percentage of the population can afford the full direct costs of higher education. States and the federal government are currently being questioned about how to optimize the strategies they use to finance higher education. Higher education is a good investment for students, and the financial returns on an individual's investment are substantial. Further, if the revenue is considered as a return on government investment, then it appears that federal student aid has a substantial return to the federal government - more than four dollars for every dollar spent.

**"Prices, Productivity and Investment: Assessing Financial Strategies in Higher Education"** is Report No. 3 of the 1994 Higher Education Report Series from the ERIC Clearinghouse on Higher Education and ASHE. The ERIC Clearinghouse on Higher Education is a sponsored project of The George Washington University's Graduate School of Education and Human Development.

The monograph is available for \$18.00 plus \$3.75 for shipping from ASHE-ERIC Higher Education Reports, The George Washington University, One Dupont Circle, NW, Suite 630, Washington, D.C. 20036. Copies for review by the educational press are available upon request.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE

April 11, 1995

MEDIA CONTACT: NORA KELLEY

(202) 994-3087

## CAROL BROWNER TO SPEAK AT GW PI ALPHA ALPHA DINNER APRIL 21

### EPA Administrator to be Named Honorary Inductee and Receive Public Service Award

**WHAT:** Carol Browner, administrator of the Environmental Protection Agency to speak at The George Washington University School of Business and Public Management's eighteenth annual Pi Alpha Alpha induction dinner. Browner will also be named honorary inductee to the Pi Alpha Alpha Society and will receive the society's Public Service Award. The event is sponsored by the School's Department of Public Administration.

**WHERE:** The George Washington University  
University Club  
Marvin Center  
800 21st Street, NW  
(Two blocks from the Foggy Bottom Metro)

**WHEN:** Friday, April 21st  
7:00 p.m. (Browner will begin speaking at 7:30)

#### BACKGROUND:

Carol Browner became the administrator of the U.S. Environmental Protection Agency in January, 1993. Her mission is to promote public health by protecting the nation's air, water and soil. In her first year at EPA, Browner launched the agency in an important new direction by promoting a firm commitment to environmental goals, along with common sense, innovation and flexibility in reaching those goals. From 1991 to 1993, Browner was secretary of the Department of Environmental Regulation for the State of Florida. There she earned praise for building innovative partnerships to protect our environment while also promoting economic growth.

-- more --

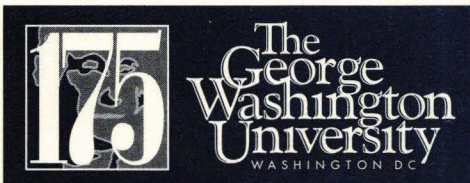


Pi Alpha Alpha encourages and recognizes outstanding scholarship and accomplishment in public affairs and public administration. The society seeks to promote the advancement of quality in education and practice of the art and science of public affairs and administration. Pi Alpha Alpha objectives foster integrity, professionalism and effective performance in the conduct of government and related public service activities. Society membership identifies those with the highest performance levels in educational programs -- preparing them for public service careers.

The George Washington University, through a unique partnership with the US Environmental Protection Agency, has become the first university in the country to develop a comprehensive plan to attain environmental excellence in all of its practices and activities. Under the agreement, GW and the EPA will work together to make GW the nation's first model "Green University."

Members of the media interested in covering the event should contact Nora Kelley in the office of University Relations, (202) 994-3087.





**175TH ANNIVERSARY 1821-1996**

# NEWS

**FOR IMMEDIATE RELEASE**  
**April 11, 1995**

**MEDIA CONTACT: NORA KELLEY**  
**(202) 994-3087**

**PUBLIC CONTACT: ELENI STAVROU**  
**(202) 994-9150**

**FAMILY BUSINESS EXPERT JOHN WARD OFFERS WORKSHOP AT GW**

**April 26th Event Sponsored by  
GW's Center for Family Run Business**

**WHAT:** "Perpetuating the Family Business: The Ultimate Management Challenge," a workshop with John L. Ward, Ph.D., Ralph Marotta Professor of Private Enterprise at Loyola University in Chicago. Sponsored by The George Washington University School of Business and Public Management's Center for Family Owned Business.

**WHERE:** The George Washington University  
Ballroom  
The Marvin Center  
800 21st Street, NW  
(Two blocks from the Foggy Bottom Metro)

**WHEN:** Wednesday, April 26th  
9:00 a.m. to 4:00 p.m.

**TOPICS COVERED:**

**9:00 a.m. - 12:00 p.m. "The Challenges to Perpetuating the Family Business:** Original Research on the Odds of Intergenerational Succession, Who Succeeds and Why?, the Business Challenges, the Organizational Challenges, the Personal and Financial Challenges, How to Analyze the Health and Future of the Business, the Role of Business Planning."

**12:00 - 2:00 p.m. Luncheon. "A Case in Point."**

**2:00 - 3:00 p.m. Breakout Sessions. "The Keys to Successful Family Perpetuation:** Welcoming and Preparing Family Members in the Firm, Compensation Issues, Letting Go and Taking Over, Siblings and In-laws, Family Relations, the Succession Plan."

**3:15 - 4:15 p.m. Combined Session. "Building a Family Commitment and Vision:** Family Issues, Family Leadership, Lessons Learned From Successful Multi-Generation Families in Business."

-- more --



## **BACKGROUND:**

John Ward teaches strategic management and business leadership at Loyola University, Chicago. He is an active researcher, speaker and consultant on family business succession, outside boards of directors and strategic planning. He publishes numerous texts, articles and a monthly newsletter -- some of the most widely read family business publications in the country. Ward has served as dean of undergraduate business at Loyola and as a senior associate with Strategic Planning Institute (PIMS Program) in Cambridge, MA. He currently serves on the boards of six companies and is active in national free enterprise and entrepreneurship associations. He is a founder of the Family Business Center at Loyola University. Ward graduated from Northwestern University (B.A.) and Stanford Graduate School of Business (M.B.A. and Ph.D.).





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 12, 1995

Media Contact: Bob Ludwig  
(202) 994-1423

**GW SCHOOL OF ENGINEERING AND APPLIED SCIENCE TO HOST SEMINAR ON  
COMPUTER CRIME AND THE GLOBAL NETWORK APRIL 18**

**EVENT:** "Computer Crime and Global Networks: Federal Law in Theory and Practice," a seminar sponsored by the School of Engineering and Applied Science's Institute for Computer and Telecommunications Policy. Featured speaker will be **Stevan D. Mitchell**, trial attorney with the Criminal Division of the U.S. Department of Justice.

**DATE:** Tuesday, April 18, 1995  
4:00 p.m. - 6:00 p.m.

**PLACE:** The George Washington University  
Marvin Center, Room 413-414  
801 21st Street, NW  
Washington, D.C.  
(Foggy Bottom/GWU Metro, Blue and Orange lines)

**Background:**

Congress initially approached the area of "computer crime" with considerable caution. It acted narrowly to protect a small segment of systems and information deemed at the time to be in the "federal interest." The rapid expanse of global networks, however, has prompted reconsideration of this narrow approach, as revealed by more recent legislative enactments. Stevan D. Mitchell will comment on these trends and will offer some examples of federal laws that may be applied to crimes committed through the use of computers and computer networks.

Stevan D. Mitchell has been with the Department of Justice since 1991 and is one of five federal prosecutors who litigate cases under the Computer Fraud and Abuse Act and who provide oversight and consultation on investigations and prosecutions aimed at illegal uses of advanced technology. He has also prepared materials for consideration by legislators revisiting existing legislation.

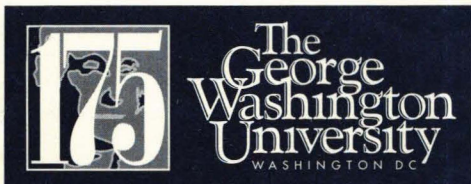
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Mitchell has also devoted considerable attention to criminal laws that protect intellectual property rights. He has made presentations to numerous foreign delegations on criminal copyright and trademark enforcement, and is currently editing the new revision of the Justice Department's intellectual property prosecution manual to address statutory changes and legal issues arising from the advent of computers and computer technology.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and some 100 countries.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 13, 1995

MEDIA CONTACT: NORA KELLEY  
(202) 994-3087

## GW TEAMS UP WITH UNIVERSITY OF MICHIGAN BUSINESS SCHOOL ON INTERACTIVE VIDEO BUSINESS ECONOMICS/PUBLIC POLICY COURSE

### April 20th Class to Focus on Privatization and Emerging Markets

Washington, D.C. -- This past semester The George Washington University School of Business and Public Management and the University of Michigan Business School entered into a unique partnership. Using interactive video, Jeffrey Lenn, associate professor of strategic management and public policy and Roger Kormendi, professor of business economics and public policy at Michigan Business School, are co-teaching a course on business economics and public policy. This joint effort enables students from GW and Michigan to interact in a classroom environment, work together on class projects, and glean the expertise of two professors and a number of public policy leaders in the financial world from their respective classrooms.

The course focuses on the public policy process as it relates to the financial system (including banking, insurance, pensions, brokerage, investment banking, derivatives, securities, etc.). It covers the structure of the financial system, the public policy issues currently on the national and international agenda, how the public policy process works and how firms can operate effectively to adapt to and influence the course of public policy.

Through a combination of lectures, guest speakers, class discussions, case studies, class projects, and student presentations, participants focus on monitoring the "real time" developments in the financial public policy arena, both in the U.S and internationally. High level participants in the public policy process from the executive branch, legislative branch, regulatory agencies, corporations and the financial press were integrated through the use of video conferencing. Guest speakers have included L. William Seidman, former chairman of the FDIC and James Leach, chairman of the House Banking Committee. "This interaction with key people has been one of the most important aspects of this class," says Professor Lenn.

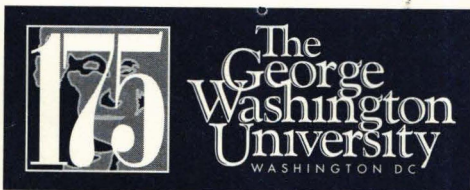
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Students have found the interactive course dynamic and engaging. Students from both schools felt the distance learning process would positively contribute to their careers and several anticipate using video- or teleconferencing in their future or present jobs. Several thought it was a valuable "bonus" of the course to be able to get over their fear of public speaking and or their shyness speaking in front of a camera. Both sets of participants thought having access to students from a different program provided a valuable set of diverse experiences and perspectives.

The class is held Thursday evenings from 6:10 to 8:00 p.m. at The George Washington University Hall of Government, 710 21st Street, NW, room 105. Members of the media interested in observing the interactive video class on April 20th should contact Nora Kelley in the Office of University Relations, (202) 994-3087.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 17, 1995

Media Contact: Bob Ludwig  
(202) 994-1423

**GW STUDENTS FROM TELECOMMUNICATIONS MASTER'S DEGREE PROGRAM TO  
REAP REWARDS FOR ASSISTING WITH PROFESSOR'S BOOK**

~~Prof. Lance Hoffman to present a check for \$1,000 to students who~~  
**helped with his book, Building in Big Brother, which tackles the  
hot issues of computer security, privacy, civil liberties and  
life on the electronic highway**

**EVENT:** GW Professor Lance J. Hoffman will present signed copies of the book Building in Big Brother, and a portion of the royalties from the book in the amount of \$1,000, to students in the telecommunications master's degree program who performed research for the book. The students will use the money to purchase telecommunications material for GW's Virginia Campus library.

**DATE:** Friday, April 21, 1995  
4:30 p.m.

**PLACE:** GW Virginia Campus  
20101 Academic Way  
Ashburn, VA

**Background:**

The telecommunications master's degree program is a unique, accelerated program for working professionals. Conducted mostly on weekends over a 16-month period, students enhance their technical skills while receiving comprehensive, in-depth exposure to the major technological, commercial and regulatory developments in telecommunications, computer science and information management. Students admitted to the program join a group of peers and proceed together as a cohort through an academically rigorous curriculum.

As information flow is increased on electronic highways, the need for secure and private communication is necessitated. Whether it be the electronic transfer of money, the transmission of commercial information or electronic mail, senders and receivers need to know that others can not intercept or read their messages or transmit false messages in their place.

-more-



Building in Big Brother (Springer-Verlag Publishers) presents the readings on cryptographic policy and current cryptography trends. Topics include a survey of cryptography, the new "key escrow" systems, the government solution, the debate between law enforcement views and civil liberties and export control analysis. Detailed technological descriptions of new software and an analysis of constitutional issues by legal scholars are also included.

"Lance Hoffman has compiled an extraordinarily useful and well balanced collection of material on cryptography and its applications. This book will instantly become a definitive compendium." -- *Peter G. Neumann*

"If you ever wondered how a particular computer technology could attract the interest of the directors of three intelligence agencies, the heavyweights in the computer industry, a gang of programmers turned freedom fighters and the president of the United States, you need look no farther than "Building in Big Brother." This book outlines the next great civil liberties battle in the United States." -- *Marc Rotenberg, Electronic Information Center*

Lance J. Hoffman is a professor of engineering and applied science and director of the Institute for Computer and Telecommunications Systems Policy at GW. He is a computer security expert in areas such as risk analysis, privacy and social implications.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 18, 1995

Contact: Mike Freedman  
or Bob Ludwig  
(202) 994-6460

## **CNN'S "CROSSFIRE" AND "CAPITAL GANG" RETURN TO GW CAMPUS FOR LIVE BROADCASTS MAY 1-6**

### **Remote Broadcasts of Popular Political Programs to Originate from GW's Dorothy Betts Marvin Theatre**

Washington -- The George Washington University will once again host CNN's highly popular political programming when the network returns to the GW campus May 1-6 for remote broadcasts before live audiences. **"CNN Crossfire"** and **"Capital Gang"** will originate live from the Marvin Theatre the week of May 1st to 6th. Also, following **"Capital Gang"** on Saturday, May 6, CNN will tape **"Reliable Sources"** for broadcast on Sunday, May 7.

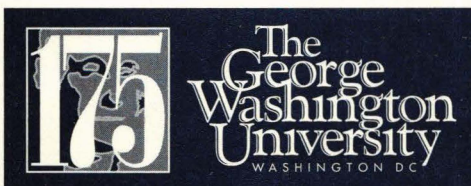
**"Crossfire"** will air Monday, May 1 through Friday, May 5, 1995, from 8:30 to 9 p.m. each evening. **"Capital Gang"** takes the stage on Saturday, May 6, from 7 to 7:30 p.m. All broadcasts of **"Crossfire"** and **"Capital Gang"** will originate live from GW'S Dorothy Betts Marvin Theatre, 800 21st Street, NW (Foggy Bottom/GWU Metro, Blue and Orange lines). **"Reliable Sources"** will be taped in front of the live audience from 8 to 8:30 p.m. on Saturday night for broadcast the next morning. Doors will open at 7:30 p.m. each evening for **"Crossfire,"** and all members of the audience should be seated by 8 p.m. On Saturday, doors will open at 6 p.m., and the audience should be in place by 6:30 p.m.

One of CNN's highest-rated programs, **"Crossfire"** is broadcast nightly and features point-counterpoint discussions with prominent newsmakers, including White House officials, cabinet secretaries and members of the House and Senate. The program has been on the air for more than 12 years.

**"Capital Gang"** features a lively discussion of current events among five panelists, including nationally syndicated columnists Mark Shields, Robert Novak and Mona Charen, Al Hunt of The Wall Street Journal and Time magazine's Margaret Carlson. Leading newsmakers also join the panelists as they dissect the issues of the week. The program recently completed its sixth year on the air.

A limited number of free tickets for each night will be available in Marvin Center, Room 204. For information call x46460.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 19, 1995

MEDIA CONTACT: NORA KELLEY  
(202) 994-3087

## GW STUDENTS JOIN LAS AMERICAS CORPORATION IN ESTABLISHING INTERNATIONAL ENTERPRISE ZONE IN ADAMS MORGAN

### April 25th Presentations to Focus on Six Adams Morgan Businesses

Washington, D.C. -- Graduate students at The George Washington University have teamed up with the Las Americas Avenue Development Corporation to create an International Enterprise Zone in D.C.'s Adams Morgan district. This spring, students working with GW's School of Business and Public Management's Center for the Advancement of Small Business worked closely with six Adams Morgan business owners to tackle the most challenging obstacles to their success. On April 25th, the students will present their suggestions for implementation.

Businesses represented in the April 25th presentations are Proteus Bike & Fitness, Adam's Morgan Hardware Store, Madam's Organ, U & C Barber Shop, J & O Auto Parts and Crystal Insurance Agency.

D.C. Mayor Marion Barry and other high-ranking D.C. officials have been invited to attend.

The students will present their findings pertaining to specific tasks designated by the business owners -- such as increasing advertising, comparing prices with competitors and coming up with fresh ideas to enhance the menu -- on Tuesday, April 25th from 6:00 to 9:00 p.m. at the Adams Morgan offices of Las Americas Corporation, 1801 Columbia Road, NW, suite 100.

-- more --



"The types of special projects that we have designed together are extremely important for economic development," says Dr. Charles N. Toftoy, director of the GW Center for the Advancement of Small Business. "This 'hands-on' approach not only directly helps the minority business owner but also, gives the students a rare opportunity to learn first hand about small businesses."

The Las Americas Avenue Development Corporation is an Hispanic-owned business that seeks to establish an international enterprise zone that will transform international human and cultural resources into economic empowerment, bringing hundreds of millions of tourist dollars into Adams Morgan, Mount Pleasant and Columbia Heights. As part of the revitalization, Las Americas plans a multimillion-dollar, open-air plaza, pedestrian zones, child care parks and a sports arena with an exhibition soccer field. The zone would include Columbia Road from Connecticut Avenue to 14th Street down to Calvert and 18th Streets in Adams Morgan.

"By no means are we speaking here of a 'foreign quarter,' isolated from the rest of our city," says Hector Rodriguez, president of Las Americas. "To the contrary, this zone would provide international visitors with a convenient point of connection to facilitate their broader enjoyment of our entire city."

Members of the media interested in covering the event should contact Nora Kelley in the Office of University Relations, (202) 994-3087.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 19, 1995

MEDIA CONTACT: Shawn Tate  
(202) 994-6467  
PUBLIC CONTACT: Judy Annis  
(202) 994-6178

**ACCLAIMED DANCER PAULA JOSA-JONES PERFORMS "THE MESSENGER" AS  
PART OF GW'S SPRING DANCE CONCERT APRIL 27**

**EVENT:** The George Washington University Department of Theatre and Dance presents critically acclaimed dancer from Cambridge, MA, PAULA JOSA-JONES, performing solo "The Messenger."

This one-evening-only performance by Josa-Jones is part of The George Washington University "SPRING DANCE CONCERT," scheduled for April 27-29.

A premiere work created for the GW dancers by Josa-Jones -- "skin, meat, bone," -- will be performed all three evenings.

**WHEN:** "SPRING DANCE CONCERT"  
Thursday - Saturday, April 27-29 at 8 p.m.  
"THE MESSENGER" Thursday, April 27 performance only

**WHERE:** The George Washington University Marvin Center Theatre  
800 21st Street, NW, Washington, D.C.  
(Two blocks from Foggy Bottom metro, orange and blue lines.)

**COST:** \$8 General  
\$5 Students/Senior citizens  
For ticket information, call (202) 994-6178.

**Background:**

PAULA JOSA-JONES, began her performance work in the theatre 25 years ago. She has developed a unique form of visually charted dance theatre built on the sensuous experience of the body as landscape and source for movement, image and voice. As artistic director of Paula Josa-Jones/Performance Works, she received two consecutive two-year Choreography Fellowships (1992-96) from the National Endowment for the Arts, as well as an Artist's Grant from the Massachusetts Cultural Council.

- MORE -



Josa-Jones' choreographic and teaching work in Mexico has been supported by a U.S./Mexico Cultural Exchange Fellowship and the U.S./Mexico Fund of Culture. She is the recipient of the New England Regional Initiative and an Artists Foundation Fellowship for her work in videodance.

Josa-Jones has received commissions from Jacob's Pillow, Dance Umbrella, the Flynn Theatre, Lincoln Center Out-of-Doors and NuArts at Northeastern University. She is a master teacher whose classes focus on improvisation, creative process and the integration of voice and movement. Her writings on movement and dance have been published in "Contact Quarterly."

"THE MESSENGER" ... "is a dance in which two characters, one male, one female, vie for occupation of the same body. They speak in many voices: signing, tap dance, tongues and a whole-body iconography which threatens to rend the body. The ending holds taut the thread of gender ambiguity, leaving the audience with a stunning mixed message.

"As with many of Josa-Jones' dances, the opening shot of "The Messenger" -- created for the choreographer -- a black umbrella and a chair, hits like a thunderbolt. A bearded Josa Jones, clad in voluminous black raincoat, top hat and glasses, sits with one arm outstretched, her head resting atop the hook of the umbrella handle. She rises and slowly traverses the stage apron, her extended, twitching fingers charged as an electrical storm. She looks long and lean enough to connect floor to ceiling. She projects enough power to change the course of human events."

-- The Boston Phoenix





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 19, 1995

MEDIA CONTACT: Shawn Tate  
(202) 994-6467

## PIANO PRODIGIES FROM UZBEKISTAN JOIN GW'S LISNER AT NOON

**Talented Students of Highly Regarded Uzbekistan Teacher  
TAMARA AFANASYEVNA POPOVICH to Give  
Free Public Concert May 10**

**EVENT:** The George Washington University's Lisner Auditorium presents free lunchtime concert with "PIANO PRODIGIES FROM UZBEKISTAN." The six gifted students ranging in age from 10 to 16 are piano students of TAMARA AFANASYEVNA POPOVICH, a distinguished teacher from the Republic of Uzbekistan.

In addition to the six younger students, BEKZOD ABDULAEV, RUSTAM MUKHITDINOV, LOLA ASTONOVA, ALYOSHA GUN'KO, FAZLITDIN KHUSANOV and DIANA IZMAILOVA, the recital will also feature two former piano students, EVGENE MURSKY and ALYOSHA SULTANOV, who have won worldwide recognition. Mursky was winner of the 1994 National Power World Piano Competition and Alyosha Sultanov was winner of the 1989 Van Cliburn competition.

The program will include selected works by Rachmaninoff, Chopin, Liszt, Gershwin, Mozart and Beethoven.

This special recital is sponsored by NUKEM, Inc., an international company which has hosted young people from the successor republics of the former Soviet Union for social and educational visits to the United States.

**WHEN:** Wednesday, May 10 from 12:15 to 12:50 p.m.

**WHERE:** The George Washington University's Lisner Auditorium  
21st and H Streets NW, Washington, D.C.

**COST:** Free and open to the public. For further information about the Lisner at Noon series, contact Geneva Pham at (202) 994-6800.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 20, 1995

CONTACT: Mike Freedman or  
Karen Sibert  
202/994-6460

**FIVE HONORARY DEGREE RECIPIENTS TO ADDRESS GRADUATES OF  
THE GEORGE WASHINGTON UNIVERSITY AT COMMENCEMENT  
ON THE ELLIPSE MAY 14**

**Elizabeth Dole, Abba Eban, Thomas Foley, Hugh Price and Helen Thomas to receive honorary degrees and deliver commencement addresses to 3,065 graduates**

Washington -- Stephen Joel Trachtenberg, president of The George Washington University, has announced that **Elizabeth Dole, Abba Eban, Thomas Foley, Hugh Price and Helen Thomas** each will receive honorary degrees and address the graduating class of 1995 at GW's Commencement on the Ellipse, Sunday, May 14. The ceremony, honoring 3,065 GW students, begins at 10 a.m.

"In the past GW has asked one of its honorary degree recipients to deliver a 25-minute keynote address. The other recipients were either silent or said only a few words of acknowledgement. This year we decided to experiment," said **President Trachtenberg**. "We invited all of our five outstanding honorees to speak for a period about equal to that used by Lincoln at Gettysburg. This will total about 25 minutes. We believe that several brief comments, carefully crafted by our remarkable roster of honorary degree recipients, will have a tremendous impact on our graduates. It may also prove to be more lively than a single talk."

The honorary degree recipients are:

**Elizabeth Dole**, Doctor of Public Service. As president of the American Red Cross, Elizabeth Dole continues a remarkable public service career in which she served six United States presidents and was named by the Gallup Poll as one of the world's 10 most admired women. Head of the White House Office of Consumer Affairs under both Presidents Lyndon Johnson and Richard Nixon, Dole's resume includes five years as a member of the Federal Trade Commission; two years as assistant to President Ronald Reagan for Public Liaison; secretary of transportation -- the first woman to hold that position; and secretary of labor.

**Abba Eban**, Doctor of Humanities. Former Israeli Foreign Minister Abba Eban currently serves as The George Washington

(more)



University's first James C. Welling Professor. Eban was Israel's first ambassador to the United Nations from 1948 to 1959, leading the Israeli delegation that pleaded successfully for membership in the U.N. He also served as Israel's first ambassador to the United States concurrently with his ambassadorial post in the U.N. His extraordinary diplomatic career has included service as Israel's foreign minister (1966 to 1974) during both the Six Day War and the Yom Kippur War. He also chaired the Knesset Committee on Defense and Foreign Affairs for four years (1984 to 1988).

**Thomas S. Foley**, Doctor of Laws. The Honorable Thomas S. Foley served the State of Washington for 30 years from January 1965 to December 1994 as a member of the U.S. House of Representatives. He is most notably recognized for his election on June 6, 1989, to the esteemed post of Speaker of the House.

Before he was voted Speaker, Foley served as Majority Leader from 1987 and, from 1981 to 1987, as Majority Whip -- the number three position in the House Democratic Leadership. He also is a former chairman of both the House Democratic Caucus and the Democratic Study Group. Since his departure from the House, Foley has become a partner in the law firm of Akin, Gump, Strauss, Hauer & Feld, L.L.P., where he specializes in international affairs.

**Hugh B. Price**, Doctor of Laws. Currently president and chief executive officer of the National Urban League, Inc., Price previously served as the first executive director of the Black Coalition of New Haven from 1970-1975. He was a senior associate and subsequently a partner with Cogan, Holt & Associates, an urban affairs consulting firm in New Haven. He later became a member of the City of New Haven's Mayor's cabinet, supervising the city's Head Start program and services for youth and senior citizens.

Before joining the National Urban League in 1994, Price served as vice president at the Rockefeller Foundation, where he was responsible for managing domestic initiatives in education for at-risk youth and for overseeing the foundation's program to increase minority opportunities in the United States. In addition, he wrote editorials for *The New York Times* from 1978 until 1982 and was the senior vice president of WNET/Thirteen, the public television station in New York City where he eventually assumed direction of WNET's national production center.

**Helen Thomas**, Doctor of Humane Letters. United Press International (UPI) White House Bureau Chief Helen Thomas has been a fixture of the press conferences of Presidents Johnson, Nixon, Ford, Carter, Reagan, Bush and Clinton. Thomas began her journalistic career as a copy girl for the now defunct *Washington Daily News*. In 1943, she joined UPI and the Washington press

(more)

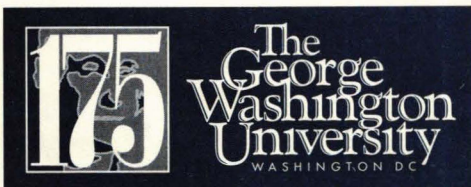


corps. She has covered the news of the federal government, including the Justice Department, the FBI, the former Health, Education and Welfare Department, and Capitol Hill. A woman of many firsts, Thomas became an officer of the National Press Club when it opened its doors to women members after a 90-year span of all-male membership. She was the first woman officer of the White House Correspondents Association, and its first woman president from 1975 to 1976. In 1975, she also became the first woman member of the Gridiron Club, a 90-year-old institution of which she became president in 1993.

Some 20,000 people are expected to attend GW's Commencement, which will be held in the historic park along Constitution Avenue, NW, opposite the south lawn of the White House. The academic processions for Commencement will begin on the Ellipse at 9:30 a.m. on Sunday, May 14. The Commencement ceremony will be held rain or shine.

**Members of the media interested in attending GW's Commencement should contact Michael Freedman or Karen Sibert of the GW Office of Public Affairs at (202) 994-6460.**





175TH ANNIVERSARY 1821-1996

# NEWS

**FOR IMMEDIATE RELEASE**  
April 20, 1995

**Media Contact:** Bob Ludwig  
(202) 994-1423  
**Public Contact:** Peter Konwerski  
(202) 994-6563

**\*\*\* MEDIA ADVISORY \*\*\***

**GW'S NEIGHBORS PROJECT TO CELEBRATE NATIONAL VOLUNTEER WEEK WITH  
COMMUNITY SERVICE ACTIVITIES APRIL 22-29**

Washington -- Members of the Neighbors Project, a George Washington University community service organization funded by the Corporation for National Service as part of the AmeriCorps program, will mark National Volunteer Week and National Youth Service Day with a series of activities beginning on Saturday, April 22 through Saturday, April 29.

Saturday, April 22

**9:00 a.m., Tree Planting in the Shaw Neighborhood**

In honor of the 25th anniversary of Earth Day, GW students will work with members of the Shaw community to plant 100 trees at schools, churches and service organizations.

**10:00 a.m., Paint Project at Garnet Patterson Middle School**

Continuing three years of service to the school, members of the University paint team will conduct a comprehensive paint project, rehabilitating the teacher's lounge and two bathrooms.

Tuesday, April 25 (National Youth Service Day)

**9:00 a.m., Neighborhood Greening in Shaw area schools**

GW students will be working side by side with students from Dunbar Senior High School and Scott Montgomery Elementary School to beautify the two local school campuses.

-more-



Saturday, April 29, 1995

**9:00 a.m., Urban Greening**

GW students will work with community residents to plant trees and clean the neighborhood.

**March for Change - Final Five (Saturday morning) and Celebration Dinner (6:00 p.m.)**

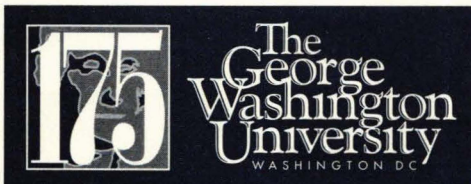
Wayne Meisel, founder of the Campus Outreach Opportunity League (COOL) and Jennifer Bastress, current director of COOL, will lead a march from New York to Washington to speak, celebrate and advocate for young people making a difference through community service. The **Final Five** miles of the walk will be completed on Saturday morning April 29 and will end at the steps of the Lincoln Memorial, just blocks from the GW campus. Following the 250-mile walk, marchers will join GW students in a **Celebration Dinner** at GW's Marvin Center (800 21st Street, NW).

**Background:**

GW's Neighbors Project is a student initiative designed to focus the community service energy of the University into the Shaw Neighborhood of Northwest, Washington. For the past three years over 1,000 students have been involved in a wide array of service activities in Shaw, helping in schools, child development centers, medical clinics and local social service agencies. This year, with funding provided by a grant from the Corporation for National Service, the Neighbors Project continued its activities through the leadership of 16 AmeriCorps members.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and some 100 countries.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 21, 1995

MEDIA CONTACT: Shawn Tate  
(202) 994-6467  
PUBLIC CONTACT: Penny Dwyer  
(202) 994-1525

**"M.F.A. SPRING THESIS CANDIDATE SHOWS" AT GW'S DIMOCK GALLERY**  
**GROUP I: MAY 4-18; GROUP II: MAY 25-JUNE 9**

**EVENT:** Works of art by Master of Fine Arts degree students at The George Washington University will be exhibited in the "M.F.A. SPRING THESIS CANDIDATE SHOWS," at GW's Dimock Gallery. The shows will feature a variety of media including works in ceramics, design, painting and photography.

**WHEN:** Group I: May 4 - May 18, 1995  
Group II: May 25 - June 9, 1995  
Tuesday - Friday, 10 a.m. to 5 p.m.  
Saturday, 12 noon - 5 p.m.  
Closed to the public Sunday and Monday  
Gallery talks will be presented by the artists at 12 noon, May 10 and May 31.

**WHERE:** The George Washington University Dimock Gallery  
(off the lower lobby of Lisner Auditorium)  
21st and H Streets, N.W., Washington, D.C.  
(Two blocks from Foggy Bottom metro)

**COST:** Free and open to the public  
For more information, call (202) 994-1525 or 994-7091.

**Background:**

Camille Claudel, John Singleton Copley, T.S. Eliot and M.F.K. Fisher are among the inspirations for the "M.F.A. SPRING THESIS CANDIDATE SHOWS," which feature artwork by The George Washington University Master of Fine Arts degree candidates and recent graduates. The two separate exhibitions feature a variety of media, including ceramics, design, painting and photography.

In Group I (May 4 - 18), participating artists are REBECCA E. BAFFORD, HAKAN DAKIN, PETRA GERBER, SHARON LOUISE MOODY and ALEXIA SCHEFFLER SCOTT. Those participating in Group II (May 25 - June 9) are ARTHUR ALLEN, KAI-RONG FENG, TERRY LANSBURGH, YUUKI MATSUMOTO, JANATHIEL SHAW and JENNIFER WESTBERG.

- MORE -



Five painters strongly represent the broad range of work currently being produced in the department of art's painting program. **PETRA GERBER**, inspired by author M.F.K. Fisher, has created a striking series of water color still lifes which depict abundant, colorful dishes served up on sumptuous table settings.

**SHARON LOUISE MOODY's** virtuoso *trompe l'oeil* oil paintings present groupings of everyday objects which belie the two-dimensionality of the picture plane. Oil paintings by **ALEXIA SCHEFFLER SCOTT** are set in the halls of the National Gallery of Art. Her works provide a charming commentary on both the old masters' paintings she has copied, as well as the variety of personalities who visit them each day.

**KAI-RONG FENG's** sectional oil paintings have been inspired by poetry and fable. Working from nineteenth-century photographic sources, **JENNIFER WESTBERG** has produced portraits which reinterpret such historical figures as Auguste Renoir and Camille Claudel.

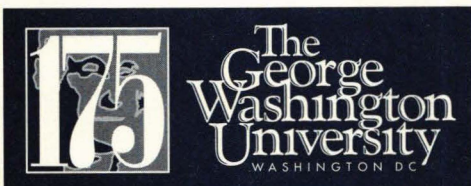
The department of art's ceramics program is also strongly represented in the works of four M.F.A. candidates. **REBBECA E. BAFFORD's** installation of numerous small unglazed porcelain pieces, which she defines as both architectural and sculptural, is a manifestation of the artist's personal response to T.S. Eliot's "The Waste Land."

The porcelain work of **HAKAN DAKIN** illustrates the difficult process of mold-making to achieve repeatable results. In both decorative architectural pieces and functional pottery, Dakin skillfully incorporates crystalline glazes. Using ceramic molds as well, **YUUKI MATSUMOTO** has developed a series of architectural stoneware pieces which incorporate electric lights. In Matsumoto's work, subtle, ambient light emerges from recesses in hollow forms punctured with geometric shapes.

**JANATHEL SHAW** boldly expresses her concern for the devastating events currently affecting the African-American community as a result of racism, unemployment and illiteracy in her sculpted stoneware figures which powerfully emote feelings of rage, loss and, finally, hope.

**ARTHUR ALLEN's** two-dimensional design images explore the various symbols associated with the power and energy of the earth's sun. **TERRY LANSBURGH's** black and white photographs depict Baltimore's industrial landscape in juxtaposition with the natural surroundings.





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 24, 1995

Contact: Bob Ludwig  
(202) 994-1423

\*\*\* MEDIA ADVISORY \*\*\*

## MINORITIES IN SCIENCE AND TECHNOLOGY HOLD CAREER FAIR FOR MINORITY MIDDLE AND HIGH SCHOOL STUDENTS AT GW APRIL 24-25

- EVENT:** Minorities in Science and Technology Career Fair. GW's Science and Engineering Apprentice Program will host students who will attend workshops (hands-on demonstrations) and view exhibits from various science, engineering and technical fields at GW's Marvin Center. Workshops for teachers will also be offered.
- DATE:** Monday, April 24 (Middle School Students)  
Tuesday, April 25 (High School Students)  
10:00 a.m. - 1:00 p.m. each day  
(Registration begins at 9:30 a.m.)
- PLACE:** GW's Marvin Center Ballroom (3rd Floor)  
800 21st Street, NW  
Washington, DC  
(Foggy Bottom/GW metro, blue and orange lines)

### Background:

Representatives from scientific associations, government agencies and private corporations will occupy interactive demonstration booths and make themselves available to talk with students about physics, chemistry, natural history, ecology and psychology. Local university representatives will also be on hand to offer students information on college admissions and scholarship opportunities.

"The MIST Network was formed in 1988 and aims to increase minorities' interest and participation in science and technology," notes Dr. LaWanda Saddler of the University of Maryland. "We arrange a scavenger hunt activity for the students to get them to interact with the exhibitors," adds Margaret Tunstall of the American Association for the Advancement of Science. "Sometimes it's hard to tell who is having more fun, the kids or the exhibitors. By opening the students' eyes to the range of career opportunities available to them, MIST can make a real difference in the future of young lives."





175TH ANNIVERSARY 1821-1996

# NEWS

FOR IMMEDIATE RELEASE  
April 27, 1995

MEDIA CONTACT: NORA KELLEY  
(202) 994-3087

## TOOTSIE ROLL PRESIDENT NAMED GW CEO OF THE YEAR

May 11 Luncheon to Honor Ellen Gordon  
One of Working Woman Magazine's  
Top 50 Women Business Owners in the Country

**WHAT:** Ellen R. Gordon, president, Tootsie Roll Industries, Inc., named "CEO of the Year" by The George Washington University School of Business and Public Management (SBPM) Alumni Association

**WHERE:** The George Washington University  
University Ballroom  
Marvin Center  
800 21st Street, NW  
(Two blocks from the Foggy Bottom/GW Metro)

**WHEN:** Thursday, May 11th  
11:30 a.m. to 1:30 p.m.  
(Mrs. Gordon will begin her remarks at 12:45 p.m.)

### BACKGROUND:

Gordon, who was ranked 17th in *Working Woman* magazine's 1994 list of the top 50 women business owners in America, attended Vassar College, Wellesley College, received a B.A. from Brandeis University and attended the Graduate School of Arts and Sciences at Harvard University.

She began her career with Tootsie Roll Industries in 1968 when she joined the company as a member of the Board of Directors. Gordon became corporate secretary in 1974 and vice president of product development and quality assurance in that same year. In 1977, she was named senior vice president and became president in 1978.

Mrs. Gordon is currently director of CPC International, Inc. She has also served as vice president and director of HDI Investment Corporation since 1977.

-- more --



In addition to her distinguished business career, Gordon is very active in other professional and civic associations. She is a member of the Board of Fellows of the Faculty of Medicine of the Harvard Medical School, the Harvard College Overseers Committee on University Resources, the Advisory Council of the Stanford University Graduate School of Business, Radcliffe College Partners, the Advisory Council of the J.L. Kellogg Graduate School of Management of Northwestern University and the Northwestern University Associates.

Tootsie Roll Industries' business is the manufacturing and marketing of Tootsie Roll products. The company is headquartered in Chicago with operations in Tennessee, New York, Massachusetts, Mexico, Canada, Eastern Europe, the Far East and the Philippines. Recent acquisitions include the Charms Company, Cella's Confections and Cambridge Brands.

Members of the media interested in covering the event, or who would like to arrange an interview with Mrs. Gordon, should contact Nora Kelley in the Office of University Relations at (202) 994-3087.





175TH ANNIVERSARY 1821-1996

# NEWS

**FOR IMMEDIATE RELEASE**

April 27, 1995

**CONTACT:** Karen Sibert

202/994-9023

**GW'S OFFICE OF MARKETING AND CONTINUING EDUCATION RECEIVES  
SIX NATIONAL AWARDS AT NUCEA ANNUAL MEETING**

**WASHINGTON --** The Office of Marketing and Continuing Education at The George Washington University was the recipient of six national awards at the National University Continuing Education Association's annual meeting in Anaheim, California earlier this month.

Craig Aramian, director of the GW Office of Marketing and Continuing Education commented, "As always, we put forth our best efforts to enhance the reputation of GW. Recognition at this level by our colleagues is greatly appreciated."

Presented annually, the NUCEA awards recognize its members outstanding contributions to the Association and the field, as well as achievements in innovative programming, marketing and promotion, community development and services, research, publications and many other areas. GW was awarded honors for the following entries:

**Award of Merit**

*Center for Career Education Fall 1994 Catalogue*

**Silver Award**

*The President's Spouse Program*

**Silver Award**

*Desktop Publishing Brochure*

**Gold Award**

*Artists on Film - Norman Jewison Poster*

**Silver Award**

*GW 1994 Summer Sessions Campaign*

**Silver Award**

*President's Spouse Ad*

The National University Continuing Education Association promotes excellence and expanded opportunities in continuing higher education. Its nearly 420 member institutions offer both degree and nondegree instruction at the pre- and post-baccalaureate levels to part-time students. NUCEA's membership encompasses accredited, degree-granting colleges and universities, as well as comparable, nonprofit organizations having a substantial involvement in continuing higher education.

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175TH ANNIVERSARY 1821-1996

# NEWS

HOLD FOR RELEASE UNTIL  
April 27, 1995 at 6:00 p.m. EST

MEDIA CONTACT: Shawn Tate  
(202) 994-6467

## APRIL 28 PRESS CONFERENCE ADDRESSES DISCOVERY OF ANCIENT TOOLS THAT SHED NEW LIGHT ON ORIGINS OF MODERN MAN

### GW Archeologist Alison Brooks Reveals Dating of Artifacts That Debunks Current Theories of Human Cognitive Evolution

**EVENT:** Press conference on discovery of ancient tools that shed new light on origins of modern humans.

**ALISON BROOKS**, The George Washington University archeologist and chair, department of anthropology, discloses results of dating of ancient carved bone tools from Africa, revealing flaw in current theory of human behavioral evolution.

Joining Brooks will be project members **JOHN YELLEN**, National Science Foundation; **KANIMBA MISAGO**, National Museum of Zaire; **MUGANGU TRINTO-ENAMA**, University of Kinshasa and University of Maine; and student participants. A comprehensive media packet will be available. Artifacts will be on site.

**WHEN:** Friday, April 28, 1995 at 10:30 a.m.

**WHERE:** The George Washington University Marvin Center  
800 21st Street, Room 403, Washington, D.C.

**BACKGROUND:** (For embargo until April 27 at 6:00 p.m. EST)

A National Science Foundation (NSF)-funded archeological team has determined the age of the ancient carved bone tools they discovered in Africa five years ago, challenging commonly accepted theories concerning the origins of modern human behavior. The results suggest that several modern abilities evolved in Africa long before scientists believed.

"These 'worked bone tools' have been dated to more than 80,000 years old," said lead archeologist **Alison Brooks** of The George Washington University. "This shows that humans in Africa had invented sophisticated technologies long before their

- MORE -



European counterparts, who have long been credited with initiating modern culture. Barbed bone points like these first appeared in Europe only 14,000 years ago."

Brooks and her teammate and husband John Yellen discovered the artifacts in Katanda -- a remote corner of Zaire near the Ugandan border -- in 1988 and 1990. Since then, they and their colleagues have painstakingly pursued various forms of dating (including thermoluminescence) to verify their belief that they were breaking new archeological ground. Their findings are reported in the April 28 issue of the academic journal *Science*.

"Nobody expected this; it doesn't follow the current theory," said Brooks. "Commonly accepted belief is that the last major behavioral transition in the evolution of humans occurred much more recently."

The artifacts that the archeological team dug up were created from mammal ribs, polished through abrasion and shaped into points on a grindstone. With a sharp stone tool, the maker cut a row of barbs on one edge and a series of rings around the base to help fasten it to a wooden spear shaft. Because the points were found with many bones of large catfish, Yellen theorizes that they were used to fish, which he says raises another surprising point.

Until now, the archeological record in many places has indicated that people didn't use aquatic resources in a focused way until after 20,000 years ago, said Brooks. Scientists have argued that this capability evolved because much large game disappeared near the end of the Ice Age, forcing humans to turn to other small resources. "The argument was that this kind of specialization led several thousand years later to the domestication of plants and animals," said Brooks. "The Katanda data show that this argument is wrong."

This research demonstrates how the discovery and study of artifacts can contribute new perspectives to what is already known about the biological evolution of humans. "The earliest modern human fossils are found in Africa," said Brooks. "Archeology explores the links between biology and behavior, and gives us hints about behavioral transitions."

The hints offered by the 'worked bone tools' of Katanda send archaeologists back to the drawing board. "This discovery shows that Middle Stone Age peoples were subsistence specialists who could focus intensively on a single resource and develop sophisticated technology to exploit it," said Brooks. "It shoots holes in the theory that Middle Stone Age peoples lacked many of the basic cognitive abilities of modern humans. This has major implications for our understanding of human development."